

Igniting Science, Technology and Innovation

How to get funding. What companies do



George Benaroya

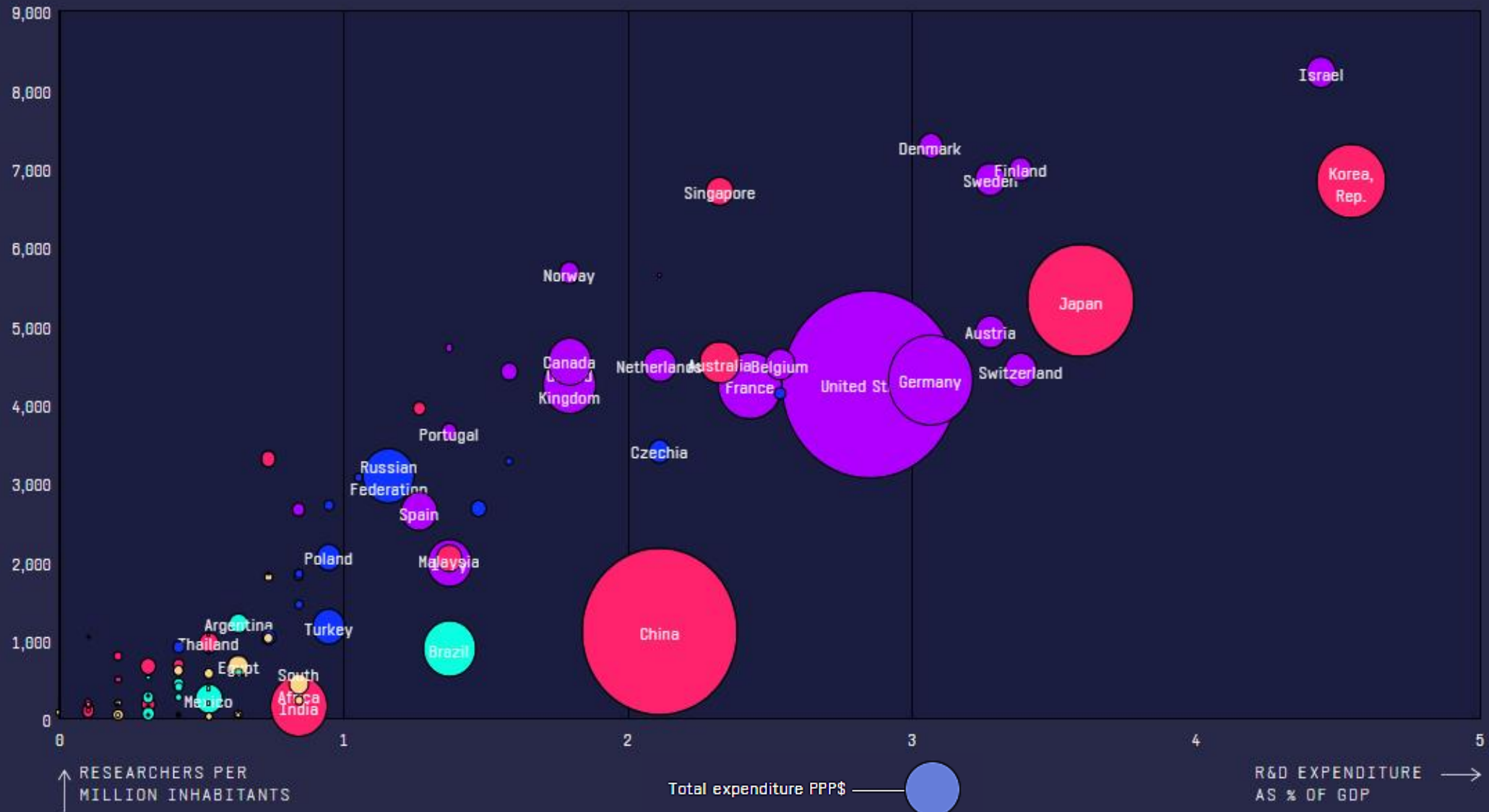
George Benaroya



- Career at Procter & Gamble, Tetra Pak and Beiersdorf Nivea as Vice President Finance, Global Controller & CFO
- Led the site selection for 80 manufacturing plants in 6 continents
- Deployed Global Shared Service Centers powered by Science, Technology & Innovation (STI)
- Visited sites in over 190 countries to deploy Best Practices
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Investment in Science, Technology & Innovation

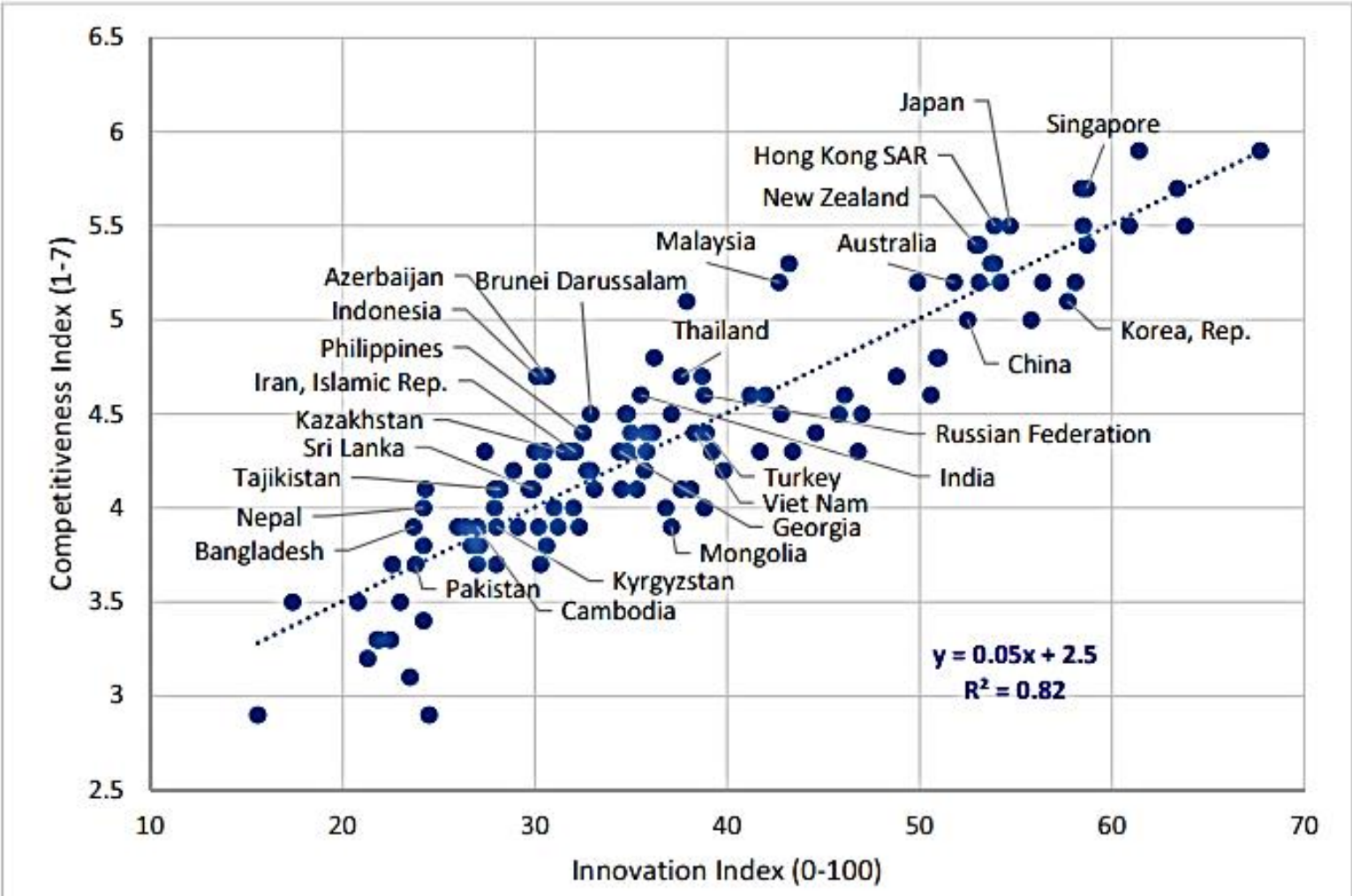
Source: UNESCO



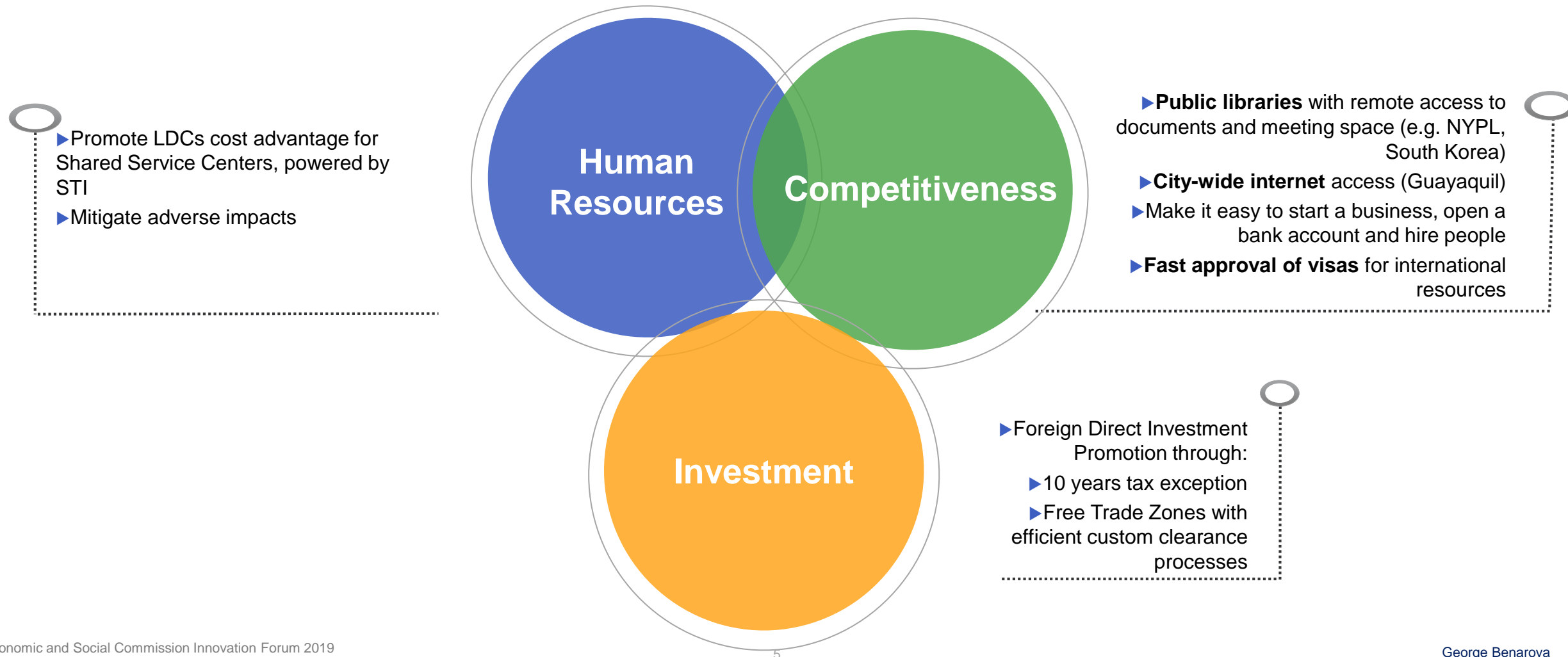
Leaders can drive innovation and competitiveness


Figure 10. National competitiveness and innovation capability

Source: UN ESCAP



Harnessing Science, Technology & Innovation





South-South cooperation,
through ingenuity, has enabled
world class examples of
achievement.

Obstacles removed by sharing Best Practices

Colleagues found a way around it, and share it with others

- Foreign Exchange risk
 - South Africa and Turkey
- Price increase restrictions
 - Argentina, Venezuela, Middle East
- Bank account payroll
 - Turkey, Argentina
- Engaging customers in Social Media
 - Brazil, Russia



A close-up portrait of a woman with long, dark brown hair and bangs. She has a serious, almost stern expression, with her eyebrows slightly furrowed and her lips set in a straight line. The background is a soft, out-of-focus grey. The text 'Managing Resistance to Change' is overlaid in the center in a white, bold, sans-serif font.

Managing Resistance to Change

Managing Resistance to Change

Stand in their shoes. Change causes fear. They are thinking:

*I know how to do this. People respect my expertise now.
What if I don't do it well?*

The 3 most common objections to change are:

- 1. That won't work here**
- 2. It wasn't invented here**
- 3. My way is better**



A diverse group of business professionals, including men and women of various ethnicities, are seated in a modern office environment. They are all smiling and clapping their hands, suggesting a celebratory or successful event. The background features large windows with a grid pattern, allowing natural light to fill the space. The overall atmosphere is positive and professional.

Spreading Science, Technology & innovation

Nurturing Science, Technology & Innovation

✓ Admit there will be losers	Make them whole. Enable them to find a job which is as good or better than the one they had
✓ Become a role model	A leader who goes around telling others <i>"I learned this from a colleague"</i> will foster such a culture
✓ Sell the benefits	You could ignore those who don't agree, coerce them to leave, or fire them. It doesn't work.
✓ Make it easy	Reduce compliance cost for start-ups. Remove obstacles to international cooperation (visas, travel cost, expatriate returns)
✓ Enable colleagues to shine	Set up conventions to share Best Practices
✓ Learn from Diplomats	International assignments for Researchers. Exchange of university students & Professors



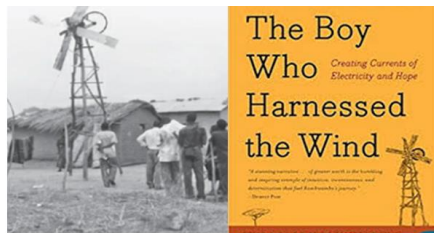
Conclusion

To ignite Science, Technology and Innovation

Companies have been successful at igniting innovation to overcome a number of obstacles. To achieve that:

- 1. Provide the framework.** A boy in Africa literally made electricity from wind, because he had access to a library.
- 2. Make it easy to innovate.** Stand in the shoes of those affected by change.

Read more about it on my LinkedIn column



On ingenuity, public libraries, and how many Africans live day-to-day



How to ignite Best Practices. Globally

